

Interactive Strategic Selling Sales Internship

Pre Call Planning

27

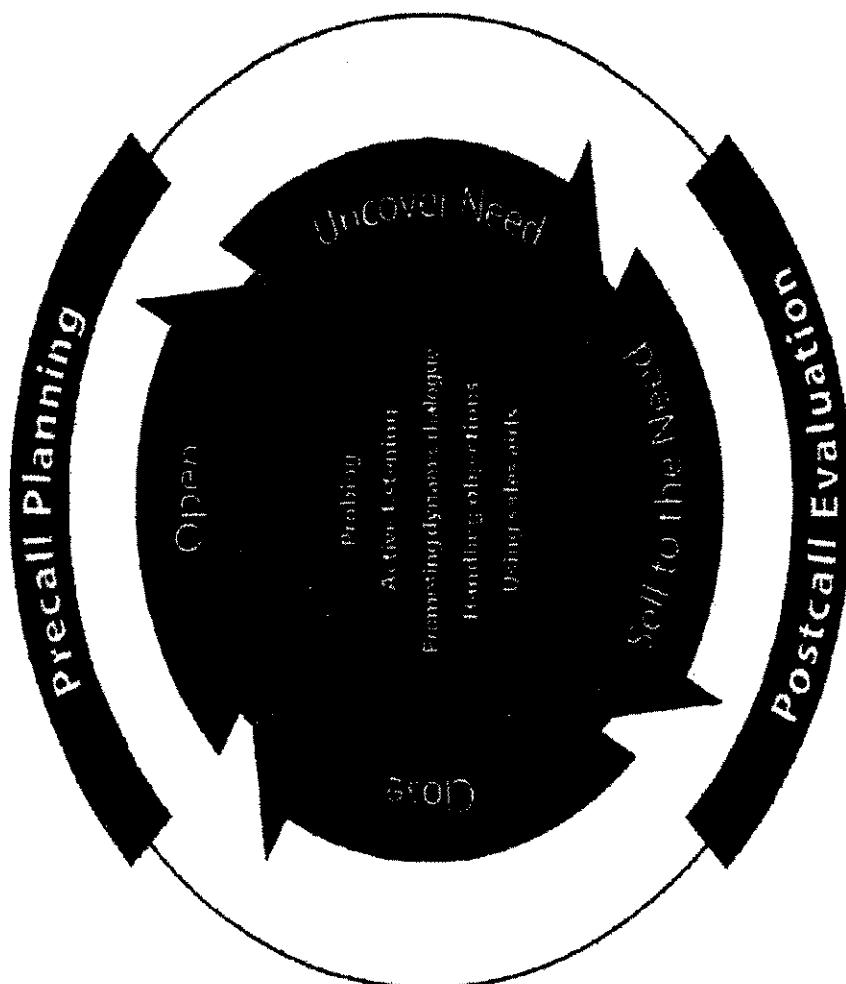
AstraZeneca

CONFIDENTIAL
AZ B_C0003599

225399 12/04

CONFIDENTIAL
AZB_C0003600

225399 12/04



Workshop Objectives

At the end of this workshop you will be able to:

- Put together an effective Pre Call Plan structure to be used in the field.
- Define the parts of the Adoption Spectrum – and how to best utilize this information during the sales call.
- List the qualities of S.M.A.R.T. objectives

Activity

Word Game

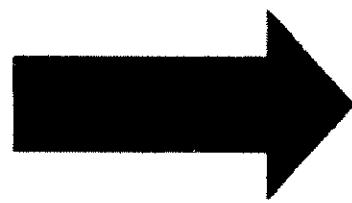
CONFIDENTIAL
AZ B_C0003602

225399 12/04

30

Pre Call Planning

Effective Pre-Call Planning



Effective Closing

225399 12/04

CONFIDENTIAL
AZ_B_C0003603

31

Pre Call Planning

1. Review the available information about the doctor.

- Previous Call Notes (follow up on commitments made by yourself or counterparts)
 - Prescribing history
 - Sales data (monthly, weekly, Compass/NorthStar)
 - Patient demographic information
 - Managed care situation

2. Develop a written call objective:

- Product Adoption Spectrum
- S.M.A.R.T. Objectives

Pre Call Planning

A. Product Adoption Spectrum



B. S.M.A.R.T. Objectives

- Specific
- Measurable
- Actionable
- Realistic
- Time-Bound

222399 12/04

33

CONFIDENTIAL
AZ_B_C0003605

Activity

Compose a SMART Objective

34

225399 12/04

CONFIDENTIAL
AZB_C0003606

Pre Call Planning

3. Plan The Dialogue:

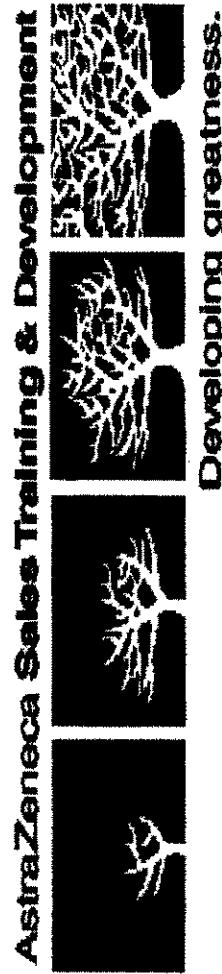
- A. Develop questions for uncovering the need
- B. Select the approved sales aids to use in the call
- C. Plan your Close

This step will be covered during the next several workshops, but it is vital to do this before each call going forward

Key Learnings

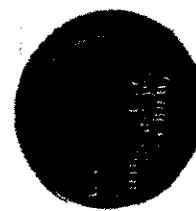
You should now be able to:

- Put together an effective Pre Call Plan structure to be used in the field.
- Define the parts of the Adoption Spectrum — and how to best utilize this information during the sales call.
- List the qualities of S.M.A.R.T. objectives



Interactive Strategic Selling Sales Internship

Open

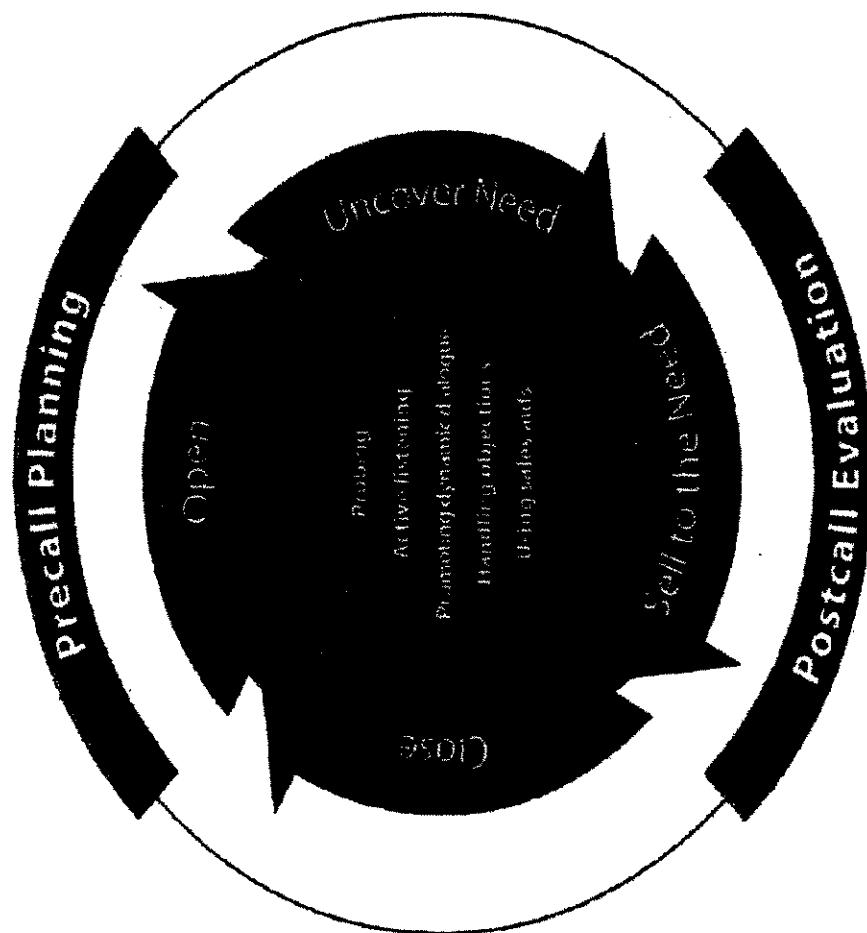


CONFIDENTIAL
AZ B_C0003609

AstraZeneca

225399 12/04

37



CONFIDENTIAL
AZB_C0003610

225399 12/04

REDACTED
REDACTED

Workshop Objectives

**At the completion of this workshop
you will be able to:**

- Describe the structure of an effective opening
- Develop opening techniques & strategies in order to set yourself apart from other Sales Representatives.

CONFIDENTIAL
AZB_C0003611

225399 12/04

39

Step 1: Open

Gain access



Introduce yourself and products



Build the relationship



Outline the call



Capture attention

225399 12/04

CONFIDENTIAL
AZ B_C0003612

Key Skills

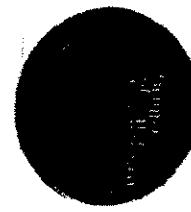
Probing

Active Listening

Promoting Dynamic Dialogue

Handling Objections

Using Approved Sales Aids



225399 12/04

Multi-Layered Probing Question Technique, MLPQ

*Sales Questions That Close The Sale: How
To Uncover Your Customer's Real Needs-*
by Charles D. Brennan Jr.

225399 12/04

42

CONFIDENTIAL
AZ B C0003614

Why does this technique work?

- Requires complex thinking process
- Involves longer exchanges between individuals
- Physician accounts for at least 70% of the dialogue
- Solicits opinions and thoughts

Three Components of MLPQ*

- Factual Statement
- Observation
- Dialogue Probe

**Sales Questions That Close The Sale: How
To Uncover Your Customer's Real Needs-*
by Charles D. Brennan Jr.

225399 12/04

44

CONFIDENTIAL
AZ B_C0003616

Factual Statement

- A statement made that is factual and drawn from a valid source.
- The statement should be relevant to the physician where he/she will stop and be easily be engaged.

Example: The Wall Street Journal just ran an article about the increased incidence of mortality and morbidity related to pediatric asthma in recent years.

225399 12/04

45

CONFIDENTIAL
AZ B_C0003617

Activity

Compose a Factual Statement
for each product

46

CONFIDENTIAL
AZ B_C0003618

225399 12/04

Observation

Can follow or precede the Factual Statement.

- An opinion from an expert in the field presented anonymously.
- An observation from an anonymous physician in a territory
- An observation the PSS has made regarding the physician's practice
- An observation can support or contradict the Factual Statement

Example: In speaking with your colleagues, they feel this is due to patients not being diagnosed early enough with asthma and possibly being under-treated for their level of the disease.

225399 12/04

47

CONFIDENTIAL
AZB_C0003619

Activity

Compose an Observation Statement
for each product

225399 12/04

48

CONFIDENTIAL
AZ B_C0003620

Dialogue Probe

- Should follow the Observation and Factual Statement
- Needs to be an open probing question that encourages dialogue

Example: Share with me how you diagnose asthma early in your pediatric population?

Activity

Compose a Dialogue Probe
for each product

CONFIDENTIAL
AZ B_C0003622

223399 12/04

Activity

MLPQ* Technique

**Sales Questions That Close The Sale: How
To Uncover Your Customer's Real Needs-*
by Charles D. Brennan Jr.

225399 12/04

CONFIDENTIAL
AZ B C0003623

51

Patient Profiling

- What is it?
- Why is it important?

225399 12/04

52

CONFIDENTIAL
AZ B_C0003624

Patient Profiling Components

What could you include?

- Age
- Sex
- Race
- History
- Current Therapy

Activity

Putting it all Together

225399 12/04

54

CONFIDENTIAL
AZ B_C0003626

Key Learnings

You should now be able to:

- Identify the structure of an effective opening
- Develop opening techniques & strategies in order to set yourself apart from other Sales Representatives.